ICON™
HOTELS GROUP AFRICA

Brand Identity Manual

Reproduction of the **ICON Hotels Group Africa** must always be from the approved electronic file art provided by the creative unit. Please **DO NOT** reproduce the logo from photocopies or scanned printed materials.

Welcome to **ICON Hotels Group Africa.** This is a tool to help guide and strengthen our brand's body of visual communications. The information provided and discussed in this manual provides a more clearly articulated brand and we believe that our brand is one of our most important assets. In recognition of that belief, we have created the brand manual. This manual provides the building blocks for supporting our brand system. It is designed to help apply our brand correctly and consistently across all media. To be successful, an organization's visual communication materials must be clear, consistent and compelling. There are a number of elements that form the foundation of **ICON Hotels Group Africa which contributes to the development of a strong brand. These components include not only the** mission statement, logo, and basic applications, but also the typography and color palettes. Together, these form the brand's core identity. The core elements have been designed to bring consistency to the visual identity, while still allowing flexibility.

> **“This is a tool to help guide and strengthen our brand’s body of visual communication.”**

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Why A Strong **Brand is Important**

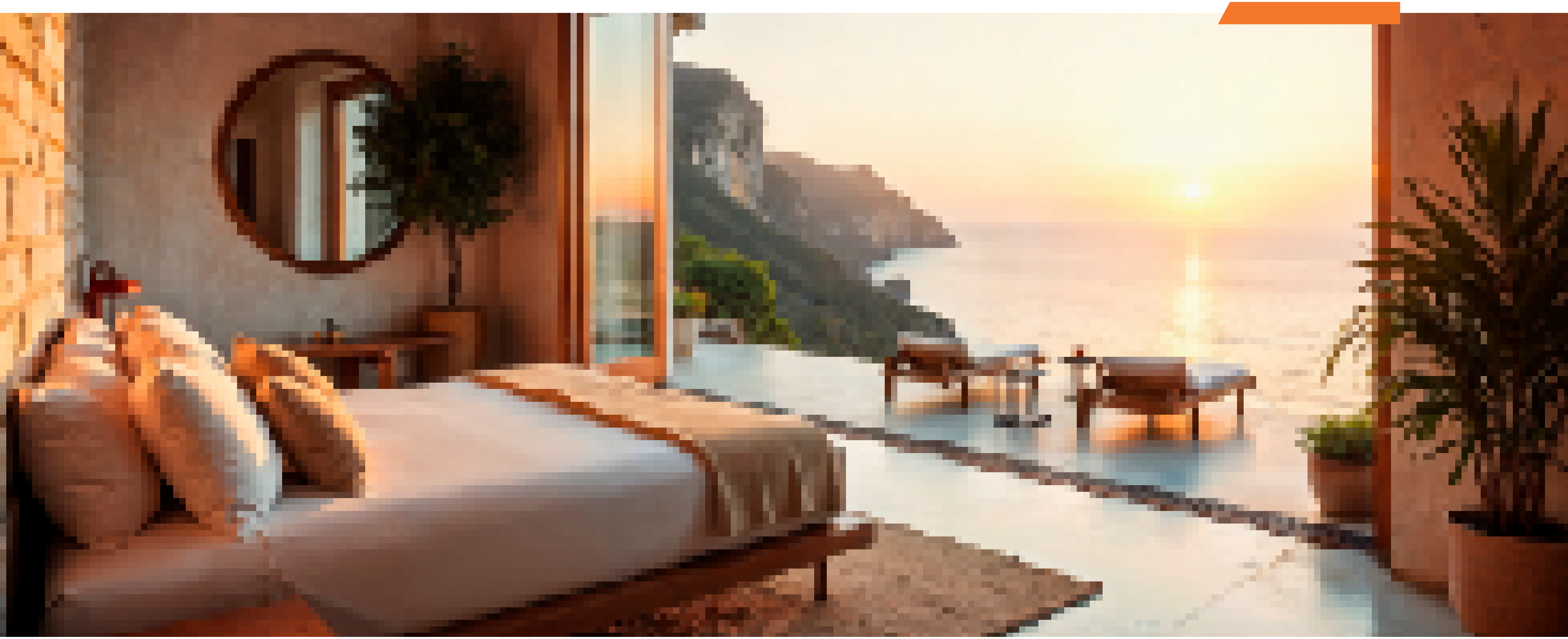
The brand is a platform of diverse professionals servicemen and skilled individuals with practical knowledge experiences in offering business eneprise solutions.

We pride ouselves in he ability to fabricate construction -oriented solutions by solving complex business problems through skill, knowledge and a tested hands on approach as dispensed by individuals.

This document was developed to help us work together to build consistent brand communication materials which will help to foster ICON Hotels Group Africa reputation in the communities we serve.

Brand
Personality

Brand
Promise



USER GROUPS

> “Understanding user groups helps sustain the qualitative but intricate evaluation and application of our brand in its uniqueness.”

There are three basic class of users who will use these guidelines. Based upon the following benchmark, understand which group you belong by referring to the upper right-hand corner of the page for your group designation, Then observe those rules that apply accordingly:

General Users
These are class of people who make use of pre-designed templates (which will also be provided in this manual); however, for those interested, the information included here is an excellent aid to understanding the principles at work in the ICON Hotels Group Africa Africa communications pieces.

Communications Personnel
They work within the ICON Hotels Group Africa to develop communication pieces for the company as the demand arises. These samples provide guidance for creating variety while staying on-brand.

Design and Production Agencies
Design and Production Agencies partner with the ICON Hotels Group Africa via a structured creative process to develop materials. Agencies provide expert design application skills, strategic advice, and broad conceptual abilities. This tool will come in handy for the proper justification of the brand in producing creative visuals.

ICON Hotels & Group Africa Logo

Qualitatively, we give our audience a sense of realism, emotional understanding and the confidence to deliver needed services via our online platform.

The abstract icon is a unique piece of artwork that has been designed specifically for our brand. Contemporary and sophisticated, the composition is our primary brand identifier, and it must appear in every ICON Hotels Group Africa communication symbols. The signature is a key brand asset, and must be respectfully applied where needed. Never, under an circumstances, should it be altered or recreated. Only use the approved files when reproducing and applying the Ibom Icon’s signature

> “The two shapes, while suggestive of the map of Africa, symbolize a brand that has an intimate understanding of its birth place.”

The two shapes, while suggestive of the map of Africa, symbolize a brand that has an intimate understanding of its birth place.

Teal reflects trust, luxury and elegance while orange represents the joy and satisfaction our guests feel whenever they interact with our brand. Together they represent the values and quality of service we guarantee every day.

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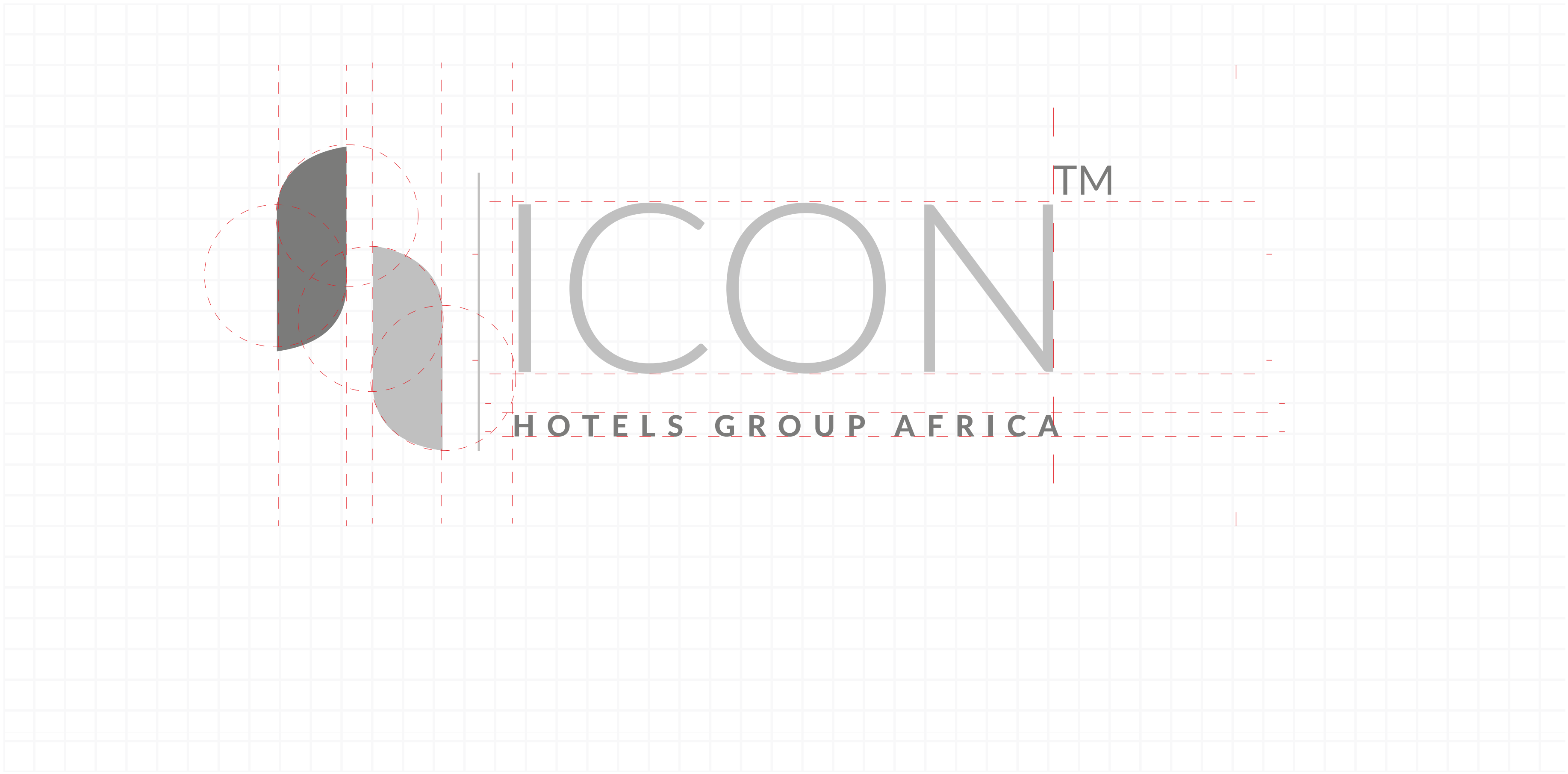
Geometrical Architecture **of the Logo**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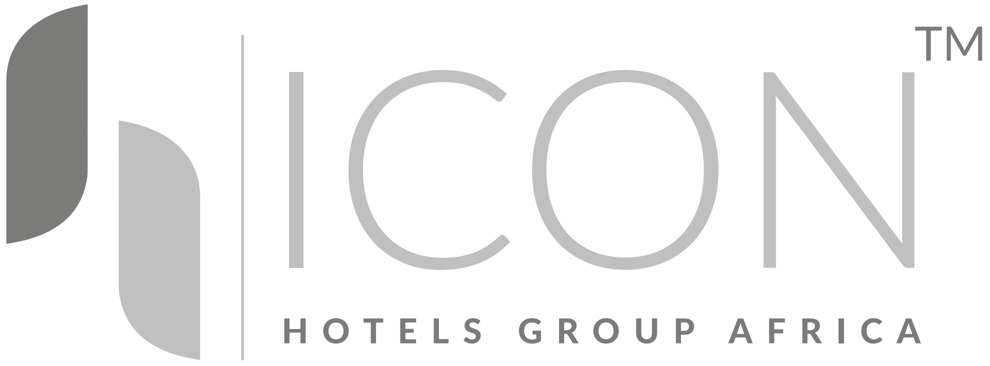
ICON Hotels Group Africa **Logo Evolution**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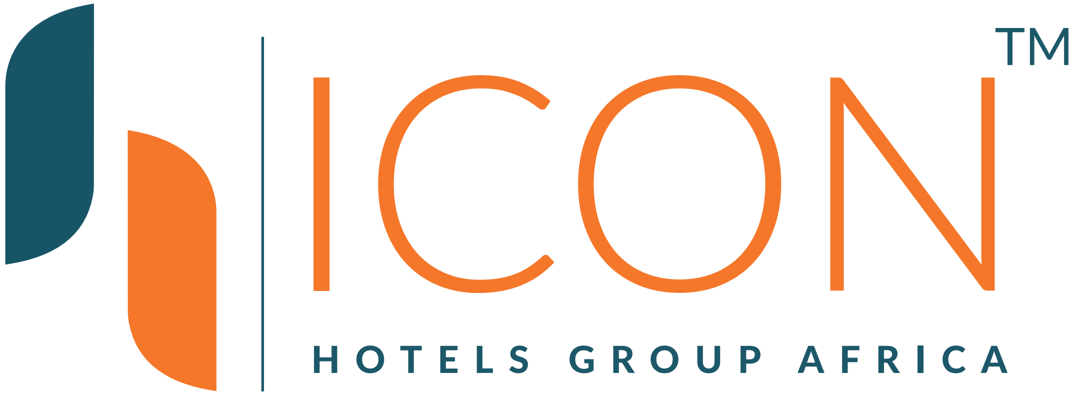
The Logo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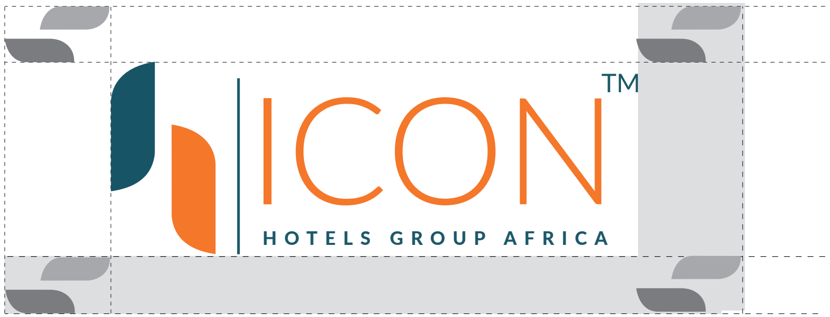
Icon Leverage, A Logo &
Clear Space Definition

THE ICON LEVERAGE
Clear space definitions is determined by the icon of the brand name and to be considered on all application sizes for various collaterals.

Please note that this distance may sometimes be adjusted for selected online or exterior signage applications where space is limited.

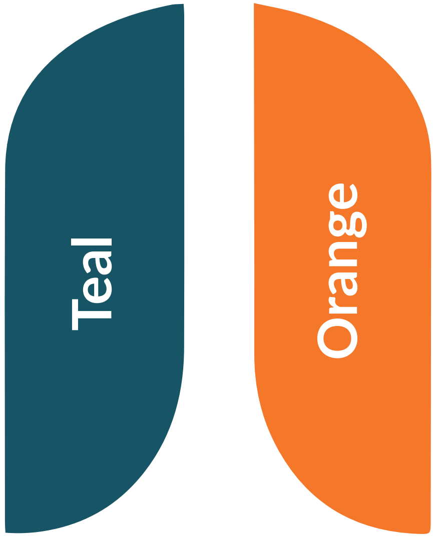
> “More to it, our logo gives our brand name recognition and add visual appeal to any document or web page.”



A LOGO
A logo serves as the visual stimulation to kickstart the audience's memory, leaving a greater and lengthier impact than words alone can do. It is the simplest and most direct way in promoting a business presence; More to it, our logo gives our brand name recognition and add visual appeal to any document or web page. Because our logo is a unique graphic image, visitors' eyes will naturally be drawn to it both on the web and on printed materials.

CLEAR SPACE
Clear space is the minimum “breathing room” maintained around the lock-up. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the lock-up and the edge of a printed piece. The clear space around our logo-themeline lock-up is equal to the height of the logo.

Positive Colour **Options of the Logo**



“what you perceive of a brand determines how you relate with it.”

Our colour variations play a significant role in the look and feel of our brand with an enthusiastic disposition of these classifications:

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Teal: Trust, Luxury and Elegance
Orange: Joy and Satisfaction

The Corporate Colours Primary Colours and Secondary Colours System

Primary Colours
Options

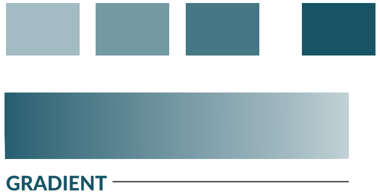
Explanation:
The brand has their official colours:
Teal, Orange and White. This colours have become recognizable identifier for the brand.

Usage:
Use them as the dominant colour palette for all internal and external visual presentation of the brand.

Teal

Colour Codes

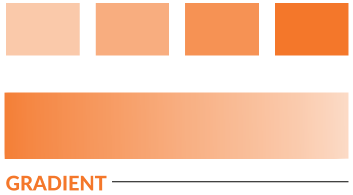
CMYK: C92 M57 Y45 K25
RGB: R20 G84 B102
HSB: H192º S80 B40
HEX: #145466



Orange

Colour Codes

CMYK: C0 M66 Y95 K0
RGB: R244 G119 B41
HSB: H22º S83 B95
HEX: #F47729

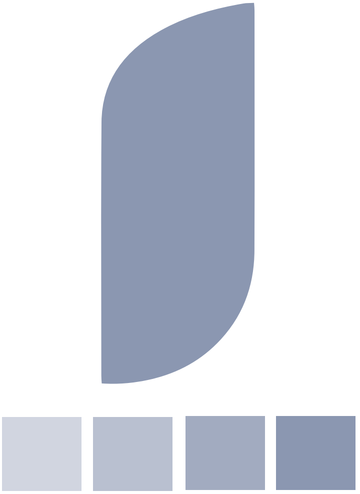


Secondary Colours
Options

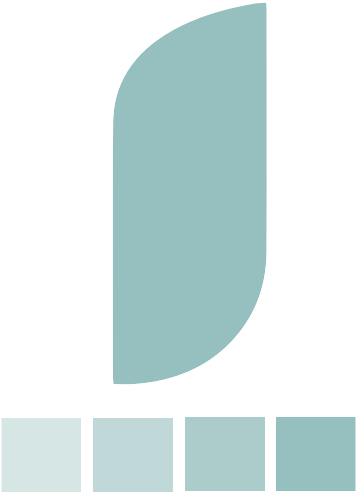
Explanation:
The secondary colours are complementary to our official colours, but are not recognizable identifiers to our brand. Secondary colours should be used sparingly less than 10% of the palette in one piece.

Usage:
Use them to accent and support the primary colour palette of our brand.

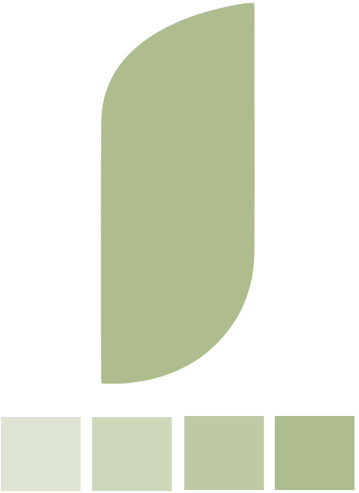
Please note that this should not be a substitution to the primary colour scheme of the brand. Its additional to effect the impressive package of some media materials in their simplistic but respective pastel colours.



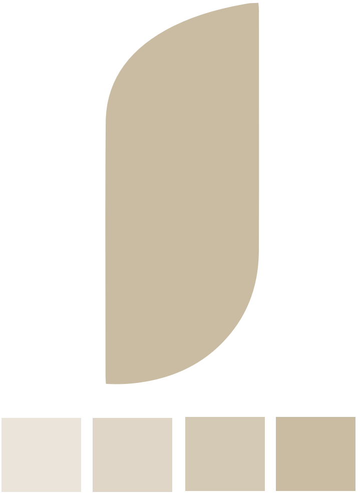
CMYK: C48 M35 Y18 K0
RGB: R140 G152 B178
HEX: #8C98B2



CMYK: C42 M11 Y24 K0
RGB: R150 G192 B191
HEX: #96C0BF



CMYK: C35 M15 Y52 K0
RGB: R173 G189 B142
HEX: #ADBD8E



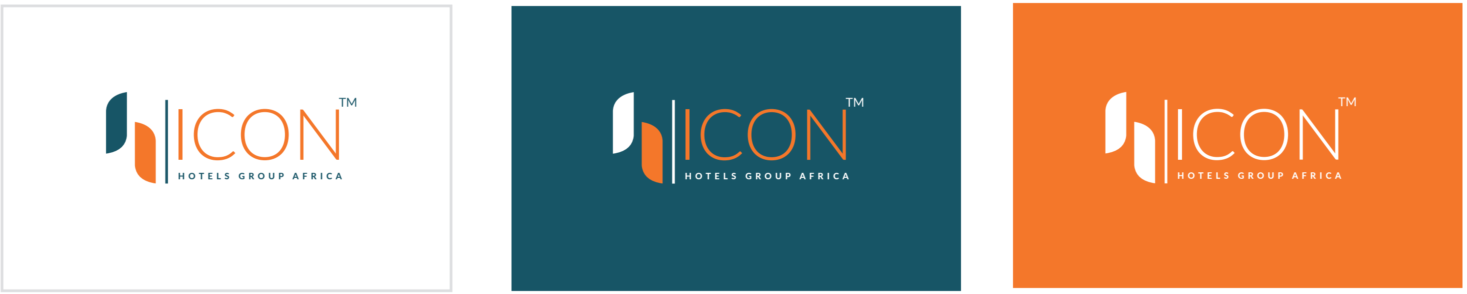
CMYK: C22 M22 Y37 K40
RGB: R202 G188 B162
HEX: #CABCA2

Application on a Background

An .eps logo sample should be requested for following a proper layout and colour option. However, the following colour samples are the only required formats for logo and colour utilization on various background applications.

Application of these various could be for Banners, Call cards, Letter heads, Shirts, Web banners, Press ads etc.

EPS stands for Encapsulated PostScript which is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. An EPS file can contain text as well as graphics.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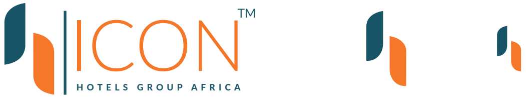
Logo Applications Guidelines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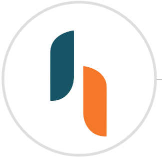
Minimum Sizes



Favicon

Logo Applications
Correct and Incorrect

This section is compiled to equip manual users with the relation of the **ICON Hotels Group Africa** holistic brand modules in various applications.

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> “Consistency has brought every strong old brand to where they are today.”

Correct Logo Application

This is the only approved version of our logo. Any other version is considered a counterfeit and as such is unfit to represent our brand. Kindly stick to the rules and ensure you download or request for an original .eps copy from the **ICON Hotels Group Africa.**

Corporate Communications Department for effective utilization and a proper representation of our essence.

✓

> “respectfully treated brands are sustainable brands.”

Incorrect Logo Application

✗ Do not reconfigure or change the direction of any element of logo

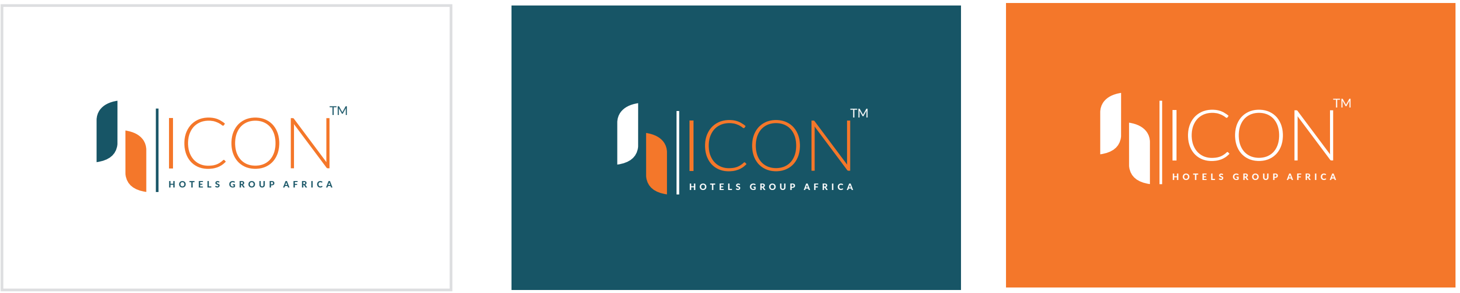
✗ Do not remove the element from the logo

✗ Do not add shadow, adherence failure is abusive to our brand

✗ No effect on our logo

Correct Logo Application

Our brand original laid out colour profile is appropriate.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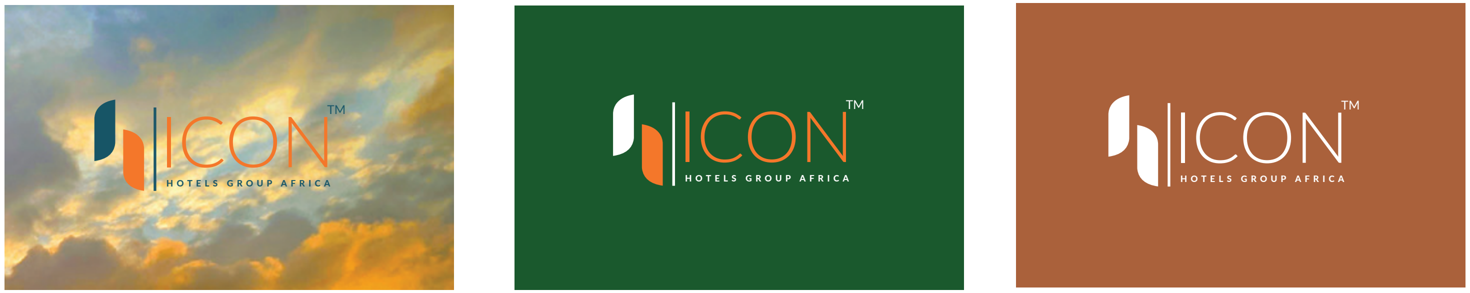
✓

Incorrect Logo Application

No colour editing please, anything beyond the original laid out colour profile is inappropriate.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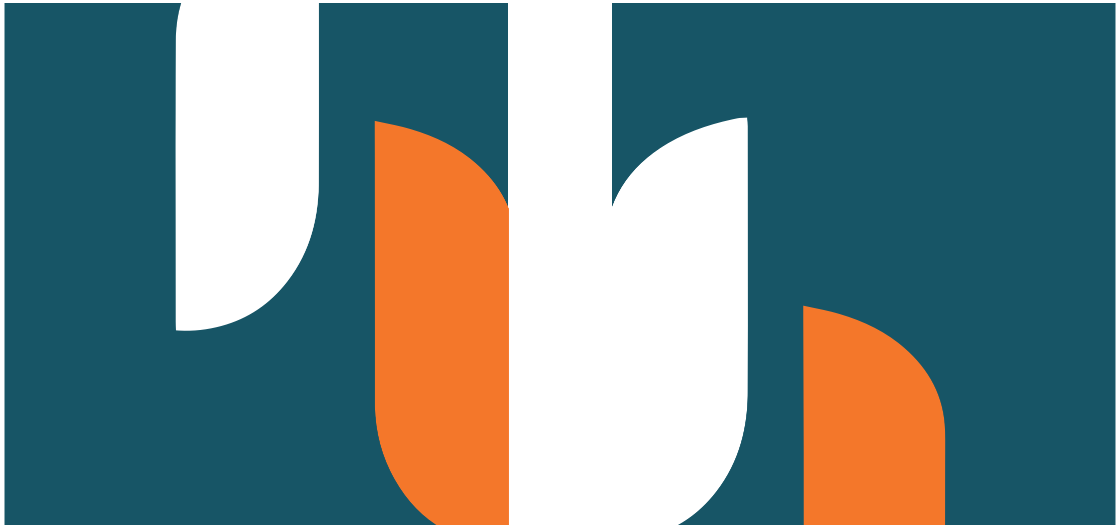
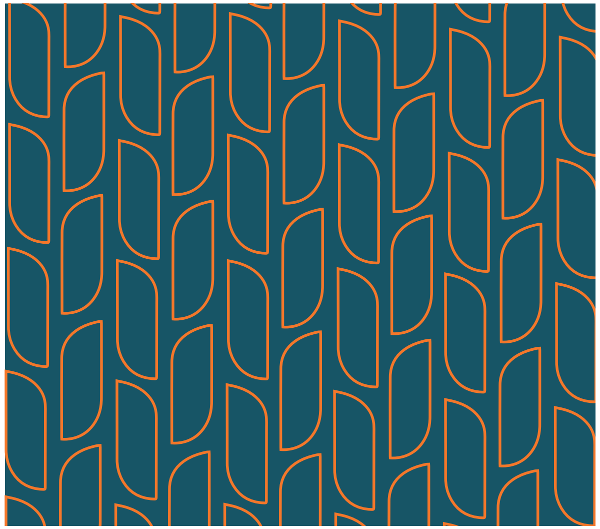
✗

ICON Hotels Group Africa
Brand Patterns





The Corporate Typography

The Corporate **Typography**

Dictated by the nature and class of our brand, we have systematically slected and programmed our default typeface to always be Lato.
The Lato family promotes our official but professional essence.

> “Lato exhibits our originally distinctive personality”

The Lato Family

Lato Hairline
Lato Hairline Italic
Lato Thin
Lato Thin Italic
Lato Light
Lato Light Italic
Lato Regular
Lato Italic
Lato Medium
Lato Medium Italic
Lato SemiBold
Lato SemiBold Italic
Lato Bold
Lato Bold Italic
Lato Heavy
Lato Heavy Italic
Lato Black
Lato Black Italic

ABCDEF
GHIJKLMNO
PQRSTUVWXYZ

0123456789

The Photography

The Corporate **Photography**

As humans, our strongest emotional reactions come from visual cues. Imagery plays crucial roles in the expression of the Ibom Icon Hotel & Golf Resort brand and as such, extensively and carefully packaged stock images are been created for utilization in both advertising and collateral communication.

> “Visually compelling images paint a positive, lingering idea about a brand”

As humans, our strongest emotional reactions come from visual cues. Imagery plays crucial roles in the expression of the **ICON**’s brand and as such, extensively and carefully packaged stock images are been created for utilization in both advertising and collateral communication.
To make the process of image selection and application clear and simple, some basic guidelines have been created which is outlined in the following page. To achieve these goals, we recommend the following criteria for generating, selecting, and cropping photography for reproduction both in print and online:

Legibility.
Primarily use larger images for increased impact and drama. Using many small photos on a page does not communicate effectively.
necessary.

Constructive.
Make use of full-bleed images (i.e., images that run off the edge of the page) to achieve greater impact.

Positivity.
Our images should portray an environment of positively charged personalities and also involving display of activities. Even though the characteristics explained deals with realistic images, the use of abstract creative images are also encouraged but should not be over-used. Colour images can be converted to black and white for use in all advertising and collateral where and when necessary.

What
Photography Is

No colour editing please, anything beyond the original laid out colour profile is inappropriate.

✓

Image and **Background**

Our brand identity was also designed to be adaptable to some certain background standards. However, it is essential that the logo is always legible and possibly reversed in every application. As shown in the illustrations above, kindly take note of possible ways to which our brand identity can be utilized on some imageries.
Applications that require dark photographic backgrounds or colors that compromise the signature should apply the full-reverse variation.

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Your
home of
Hospitality

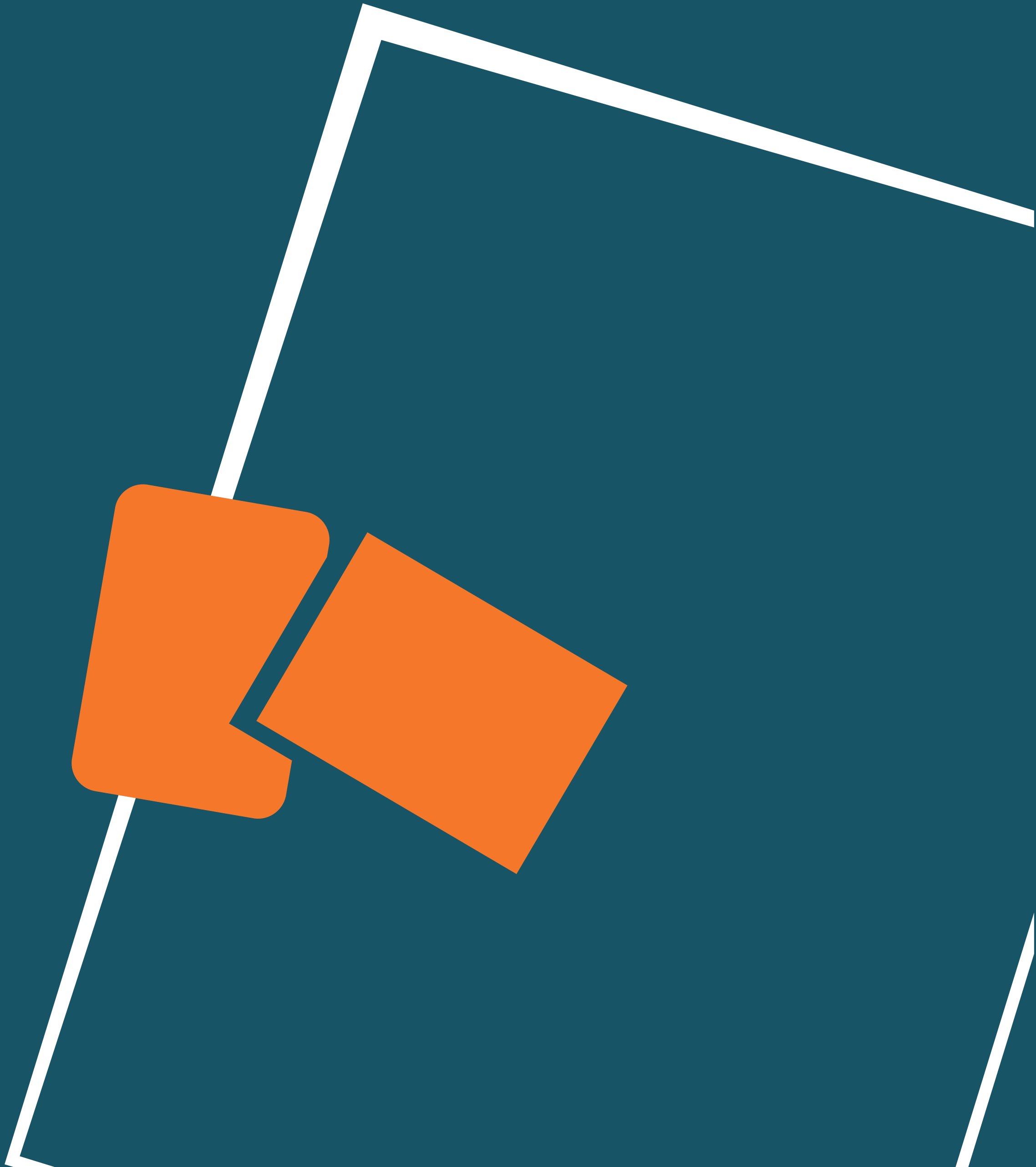
What
Photography Is not

Discriminative, cliche and playful images
should not be associated with our brand.

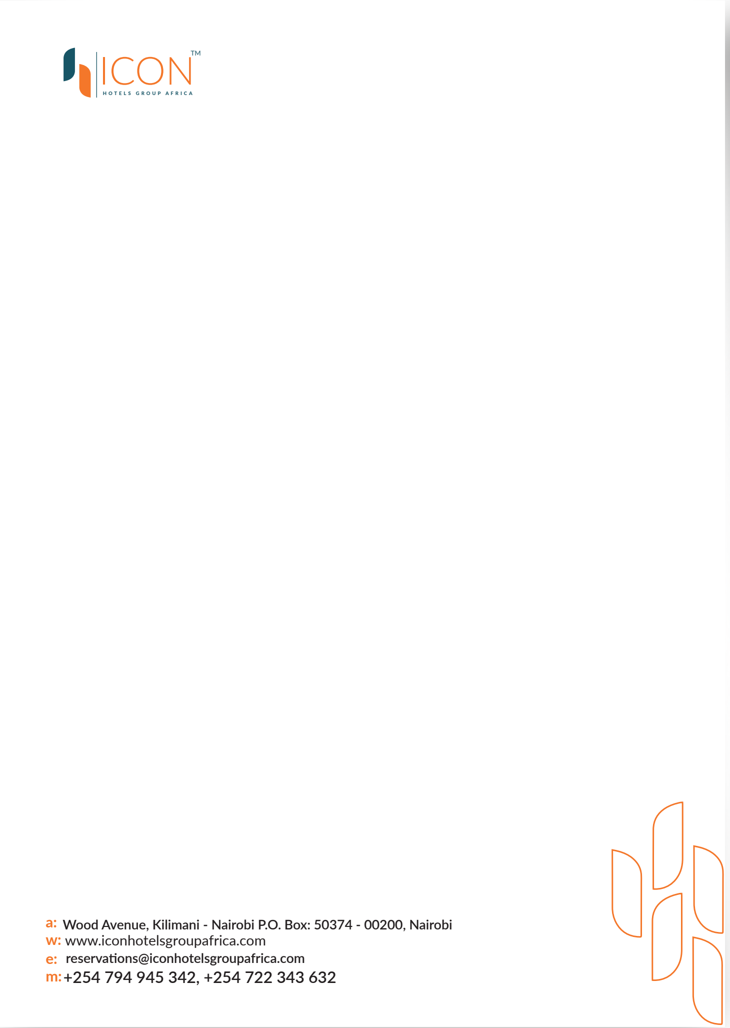
⊗

Templates:

/Stationaries



Letterhead and Continuation



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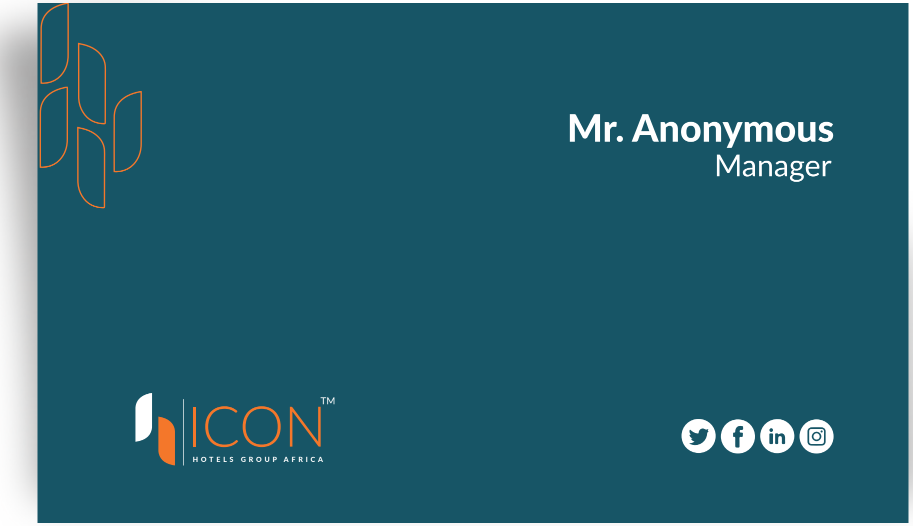
a: Wood Avenue, Kilimani - Nairobi P.O. Box: 50374 - 00200, Nairobi
w: www.iconhotelsgroupafrica.com
e: reservations@iconhotelsgroupafrica.com
m: +254 794 945 342, +254 722 343 632

Business Card



Mr. Anonymous
Manager

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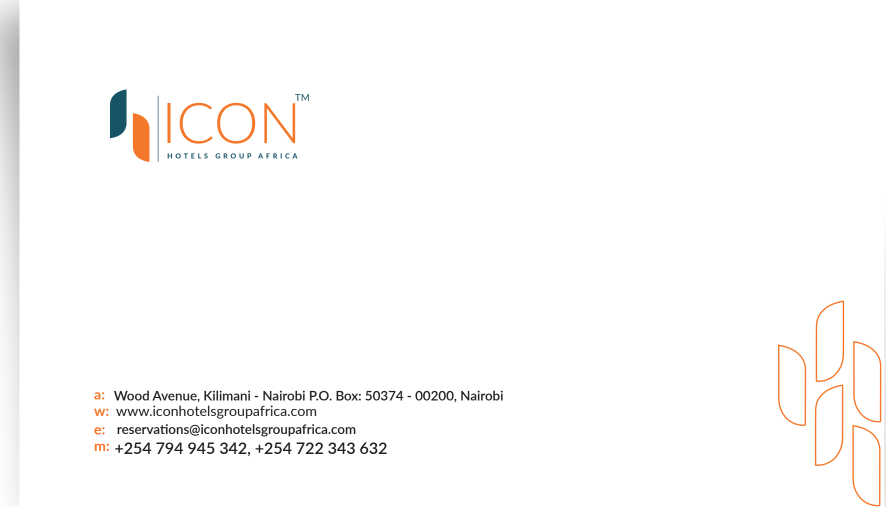

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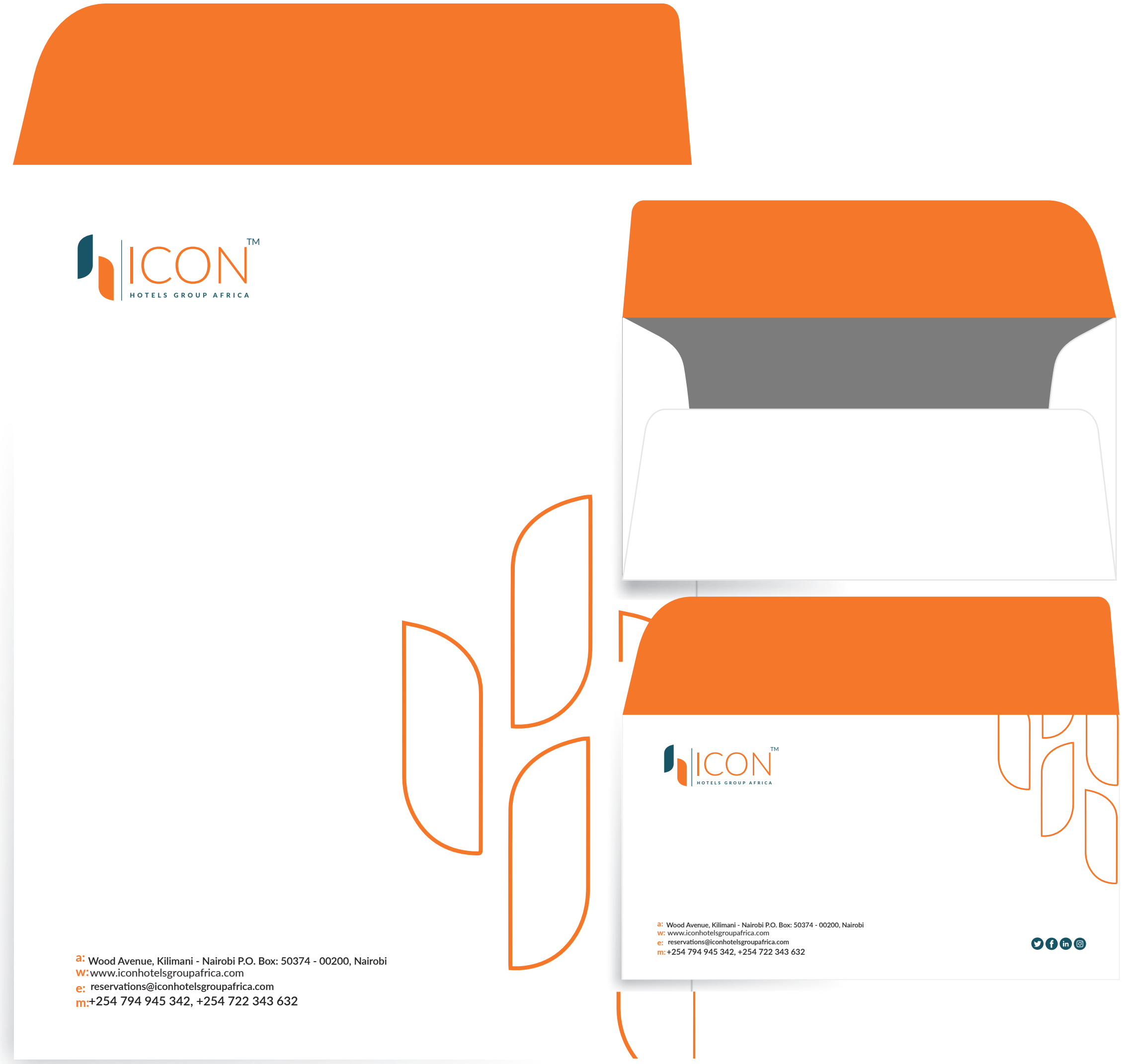
e: reservations@iconhotelsgroupafrica.com
m: +254 794 945 342, +254 722 343 632

Envelope and Folder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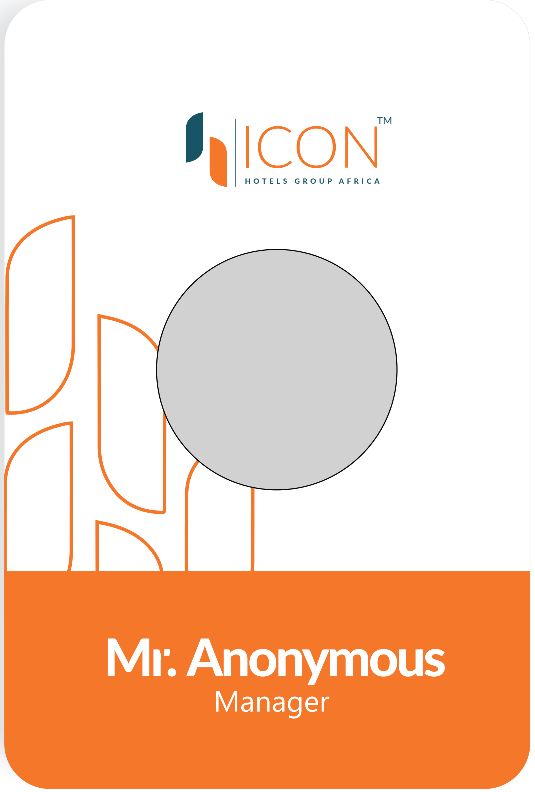

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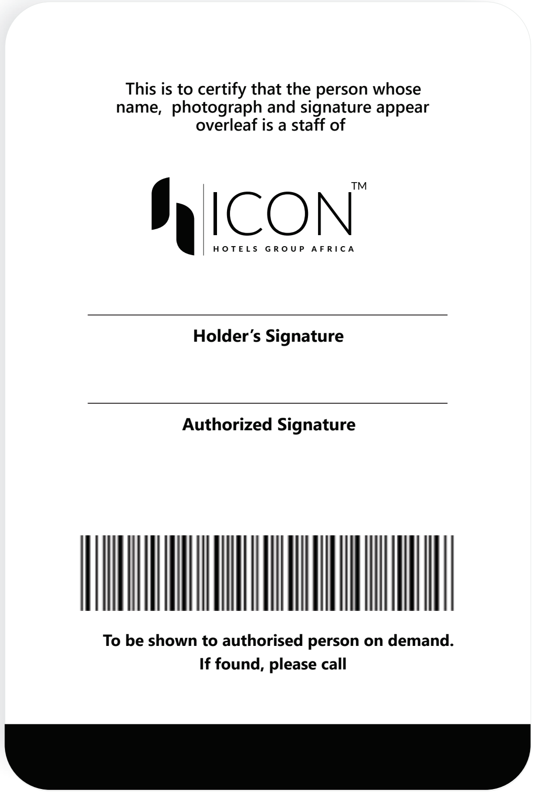
Mr. Anonymous
Manager



This is to certify that the person whose name, photograph and signature appear overleaf is a staff of

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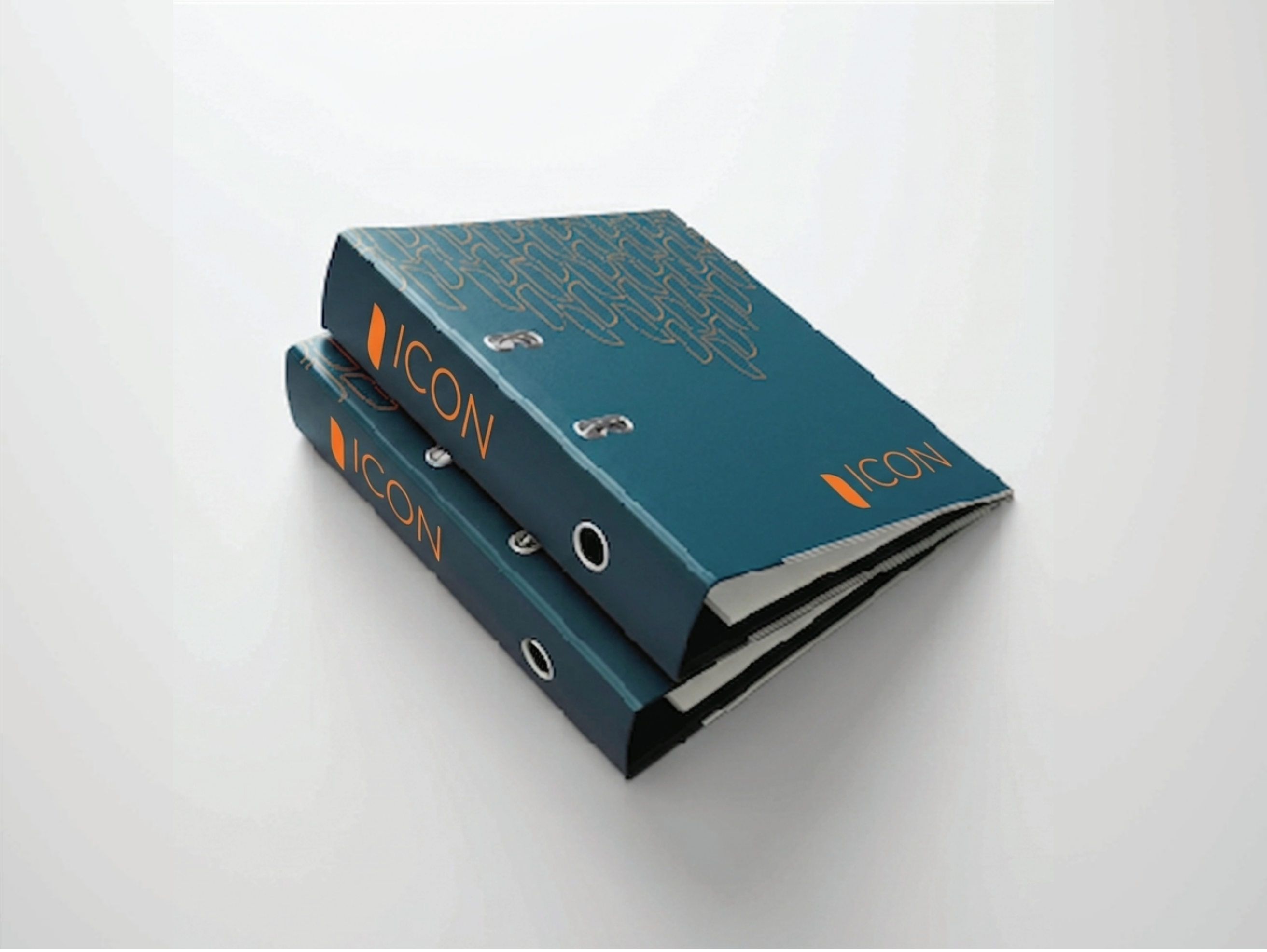
Holder's Signature

Authorized Signature

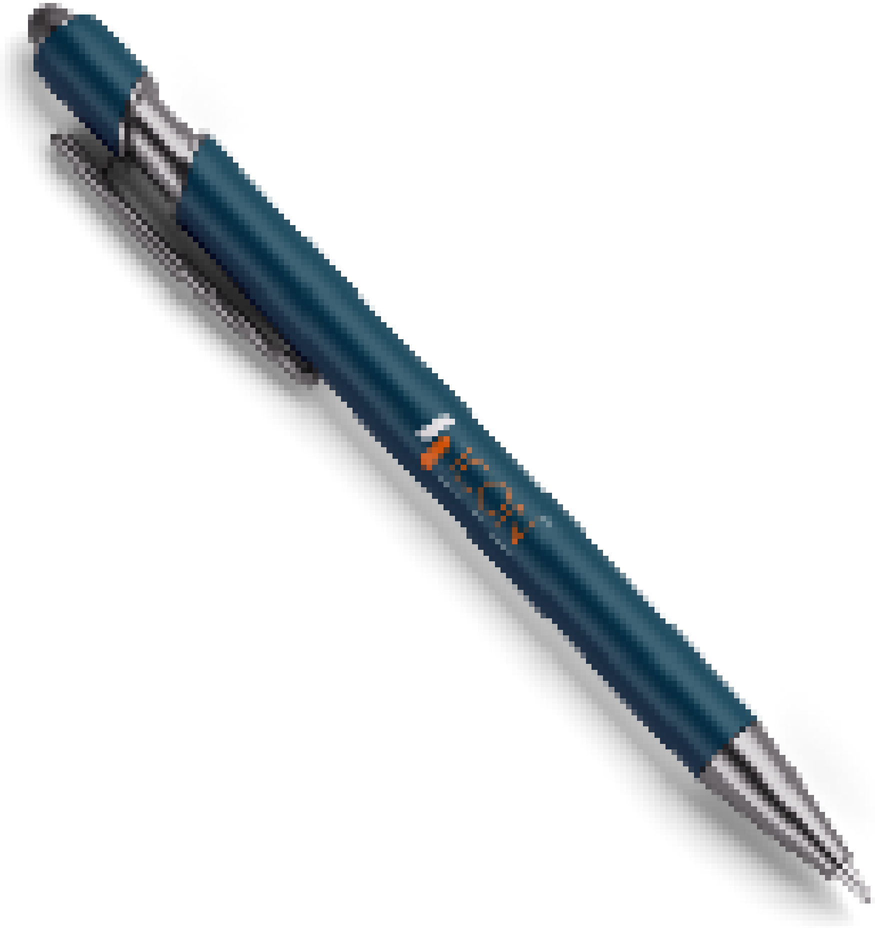
To be shown to authorised person on demand.
If found, please call

ID Card Lanyard

File Jacket

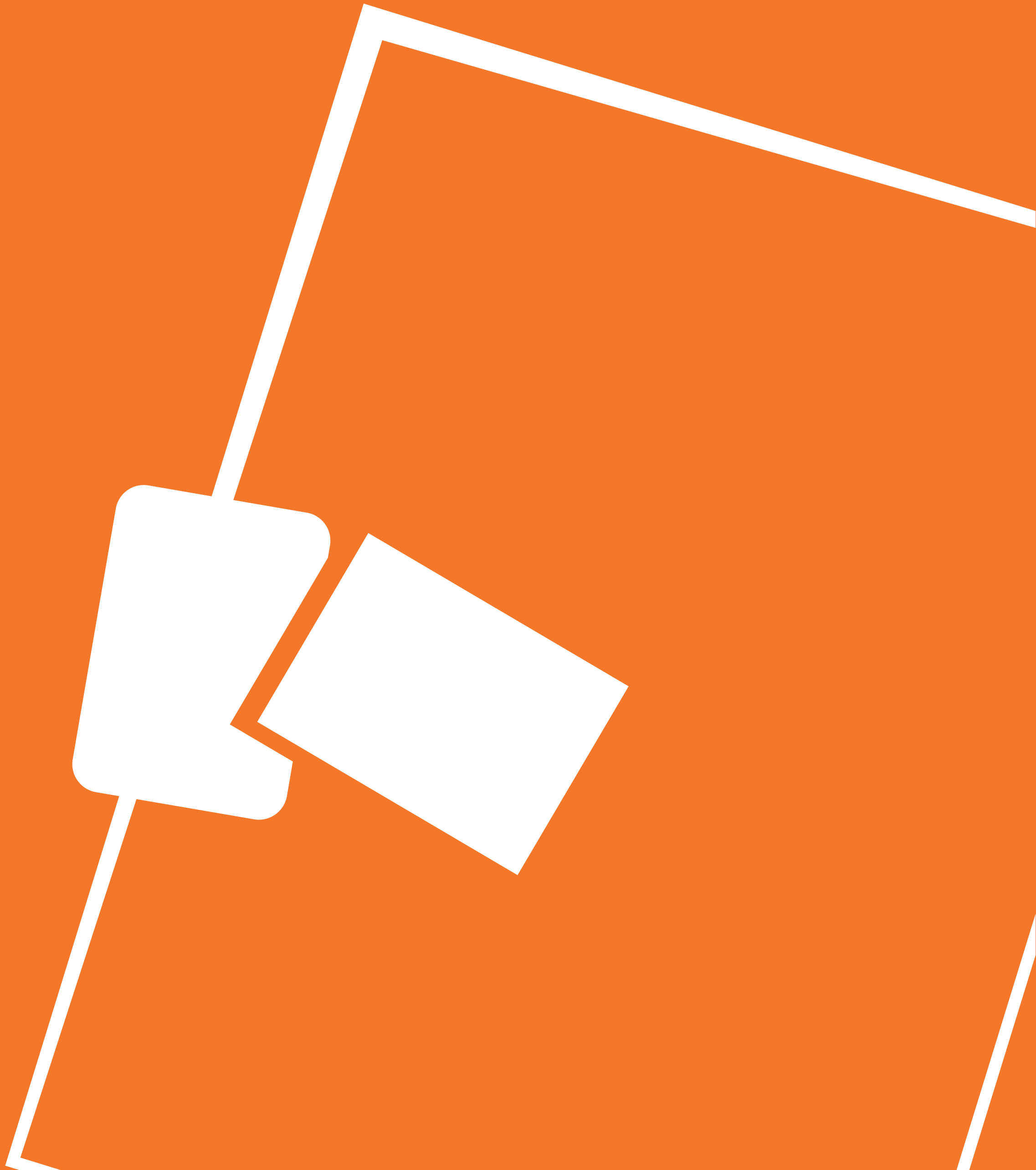

ICON
ICON
ICON

Pen

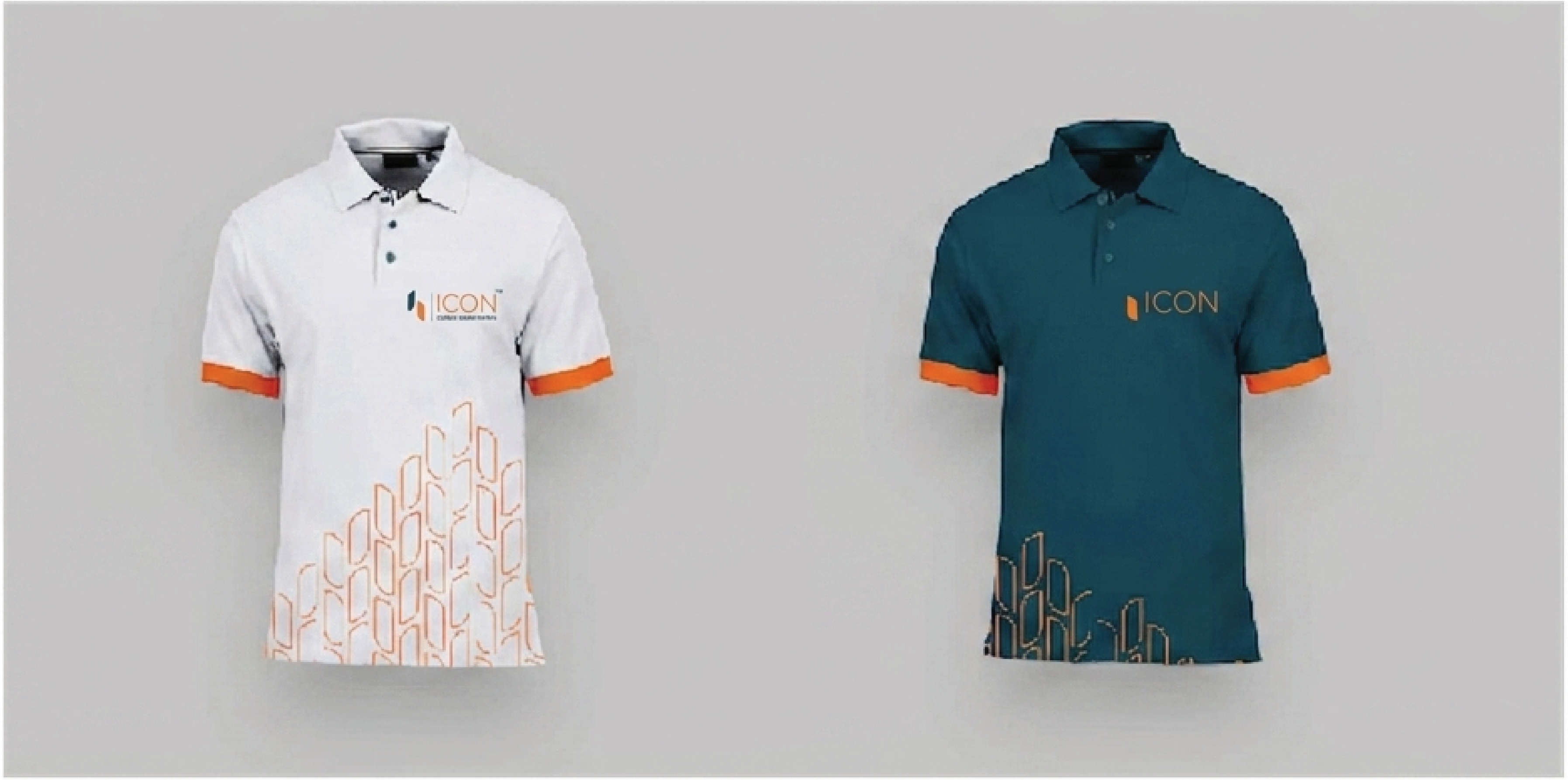


Templates:

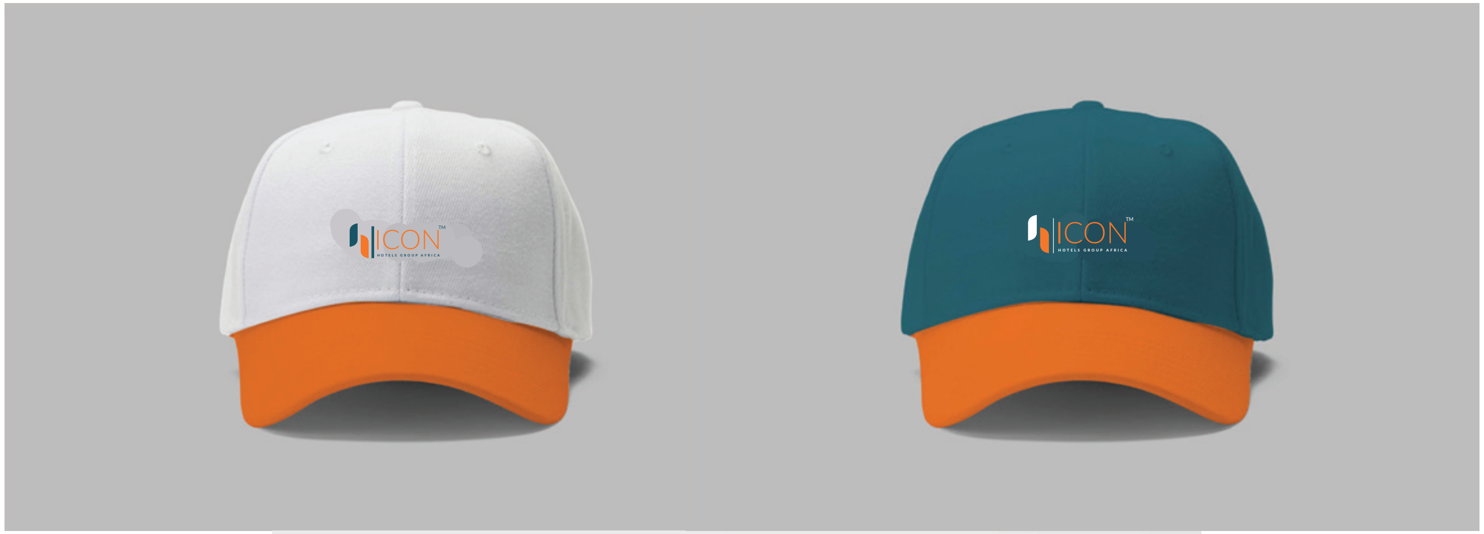
/Uniforms



Polo Shirt



Cap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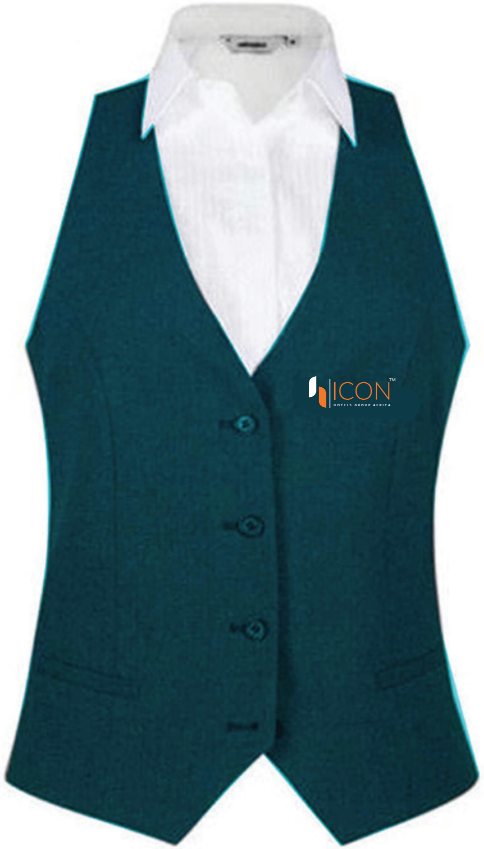
Jacket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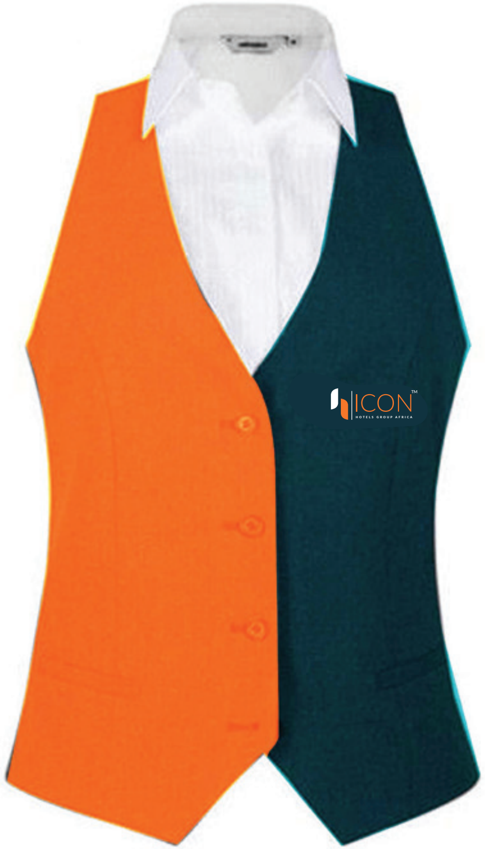
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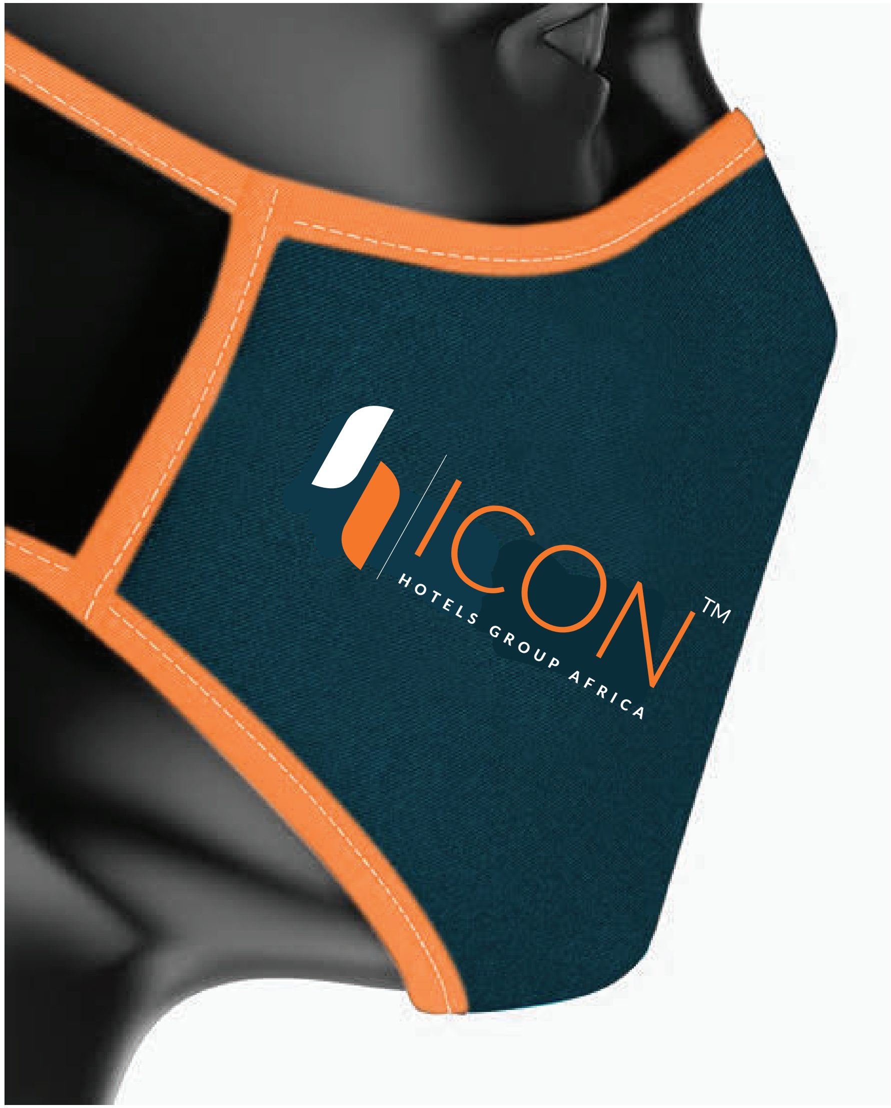
Nose Mask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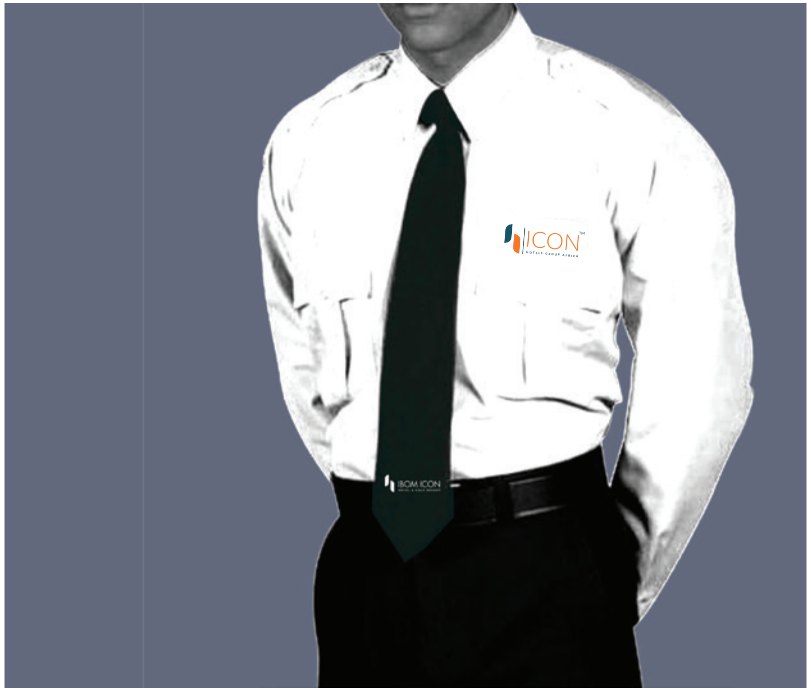
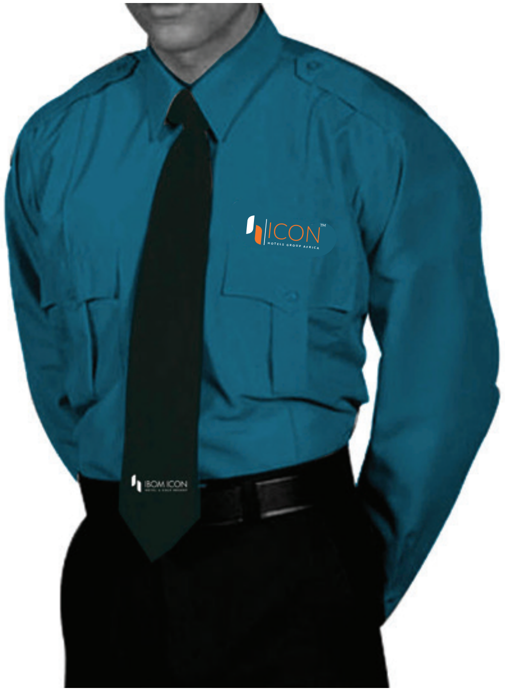
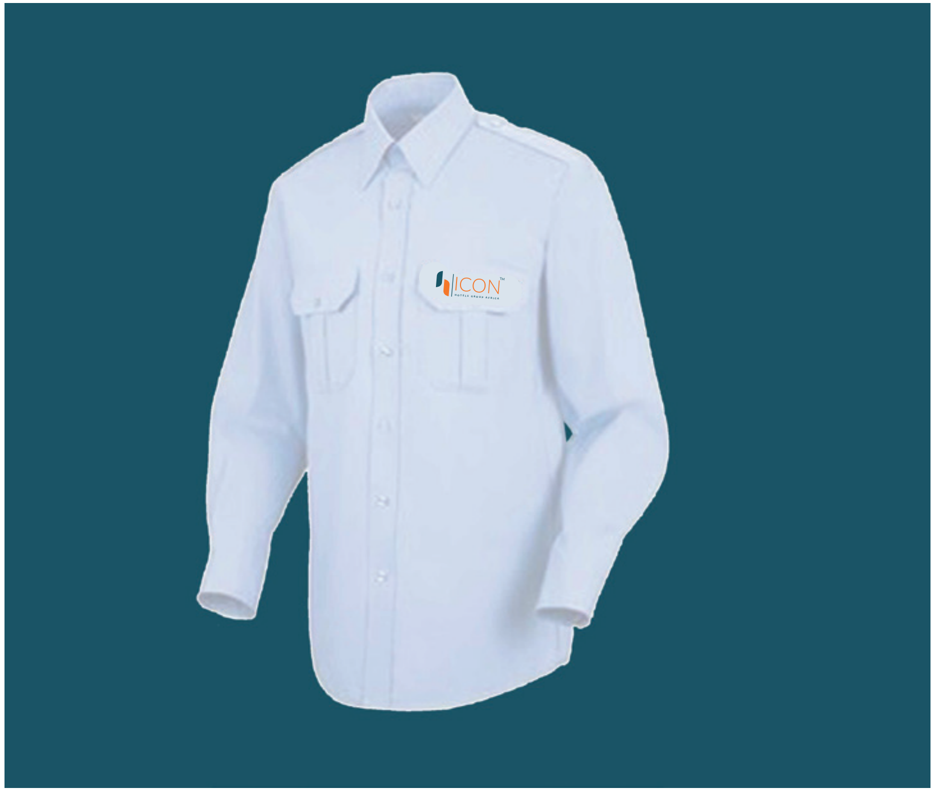
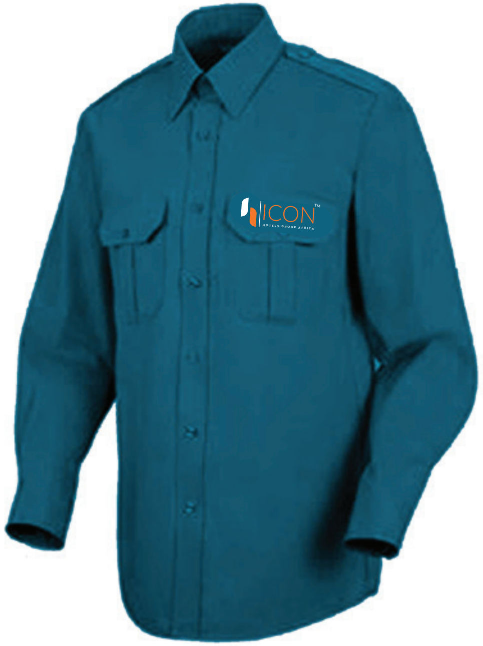
Security


ICON
IBOM ICON

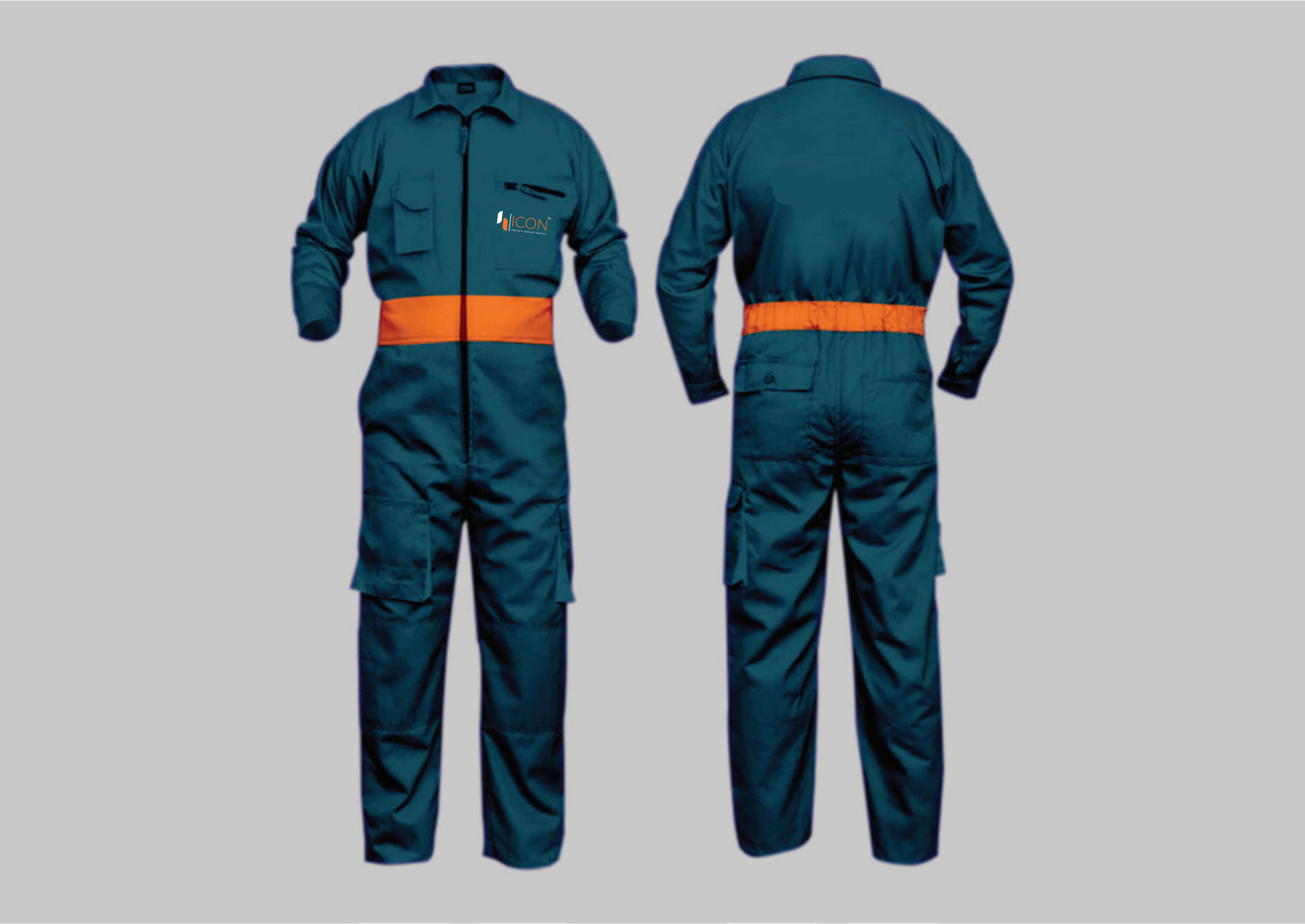

ICON
IBOM ICON

Security





Overall



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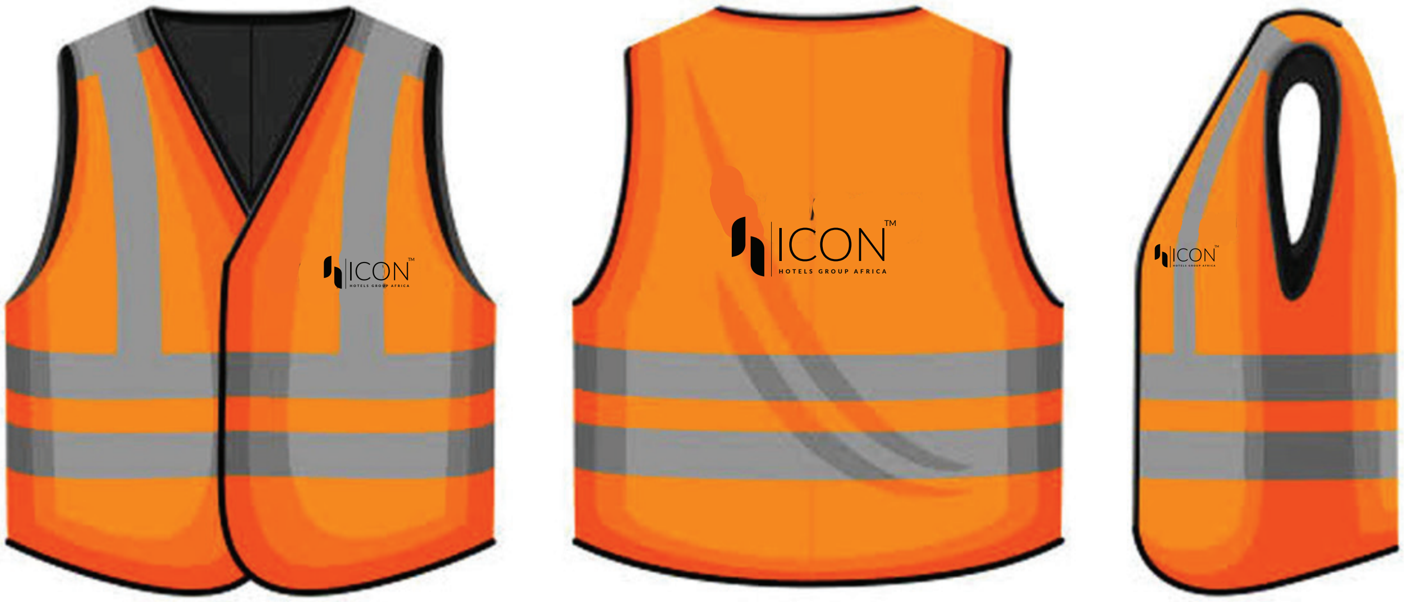
Gloves

Reflective Jackets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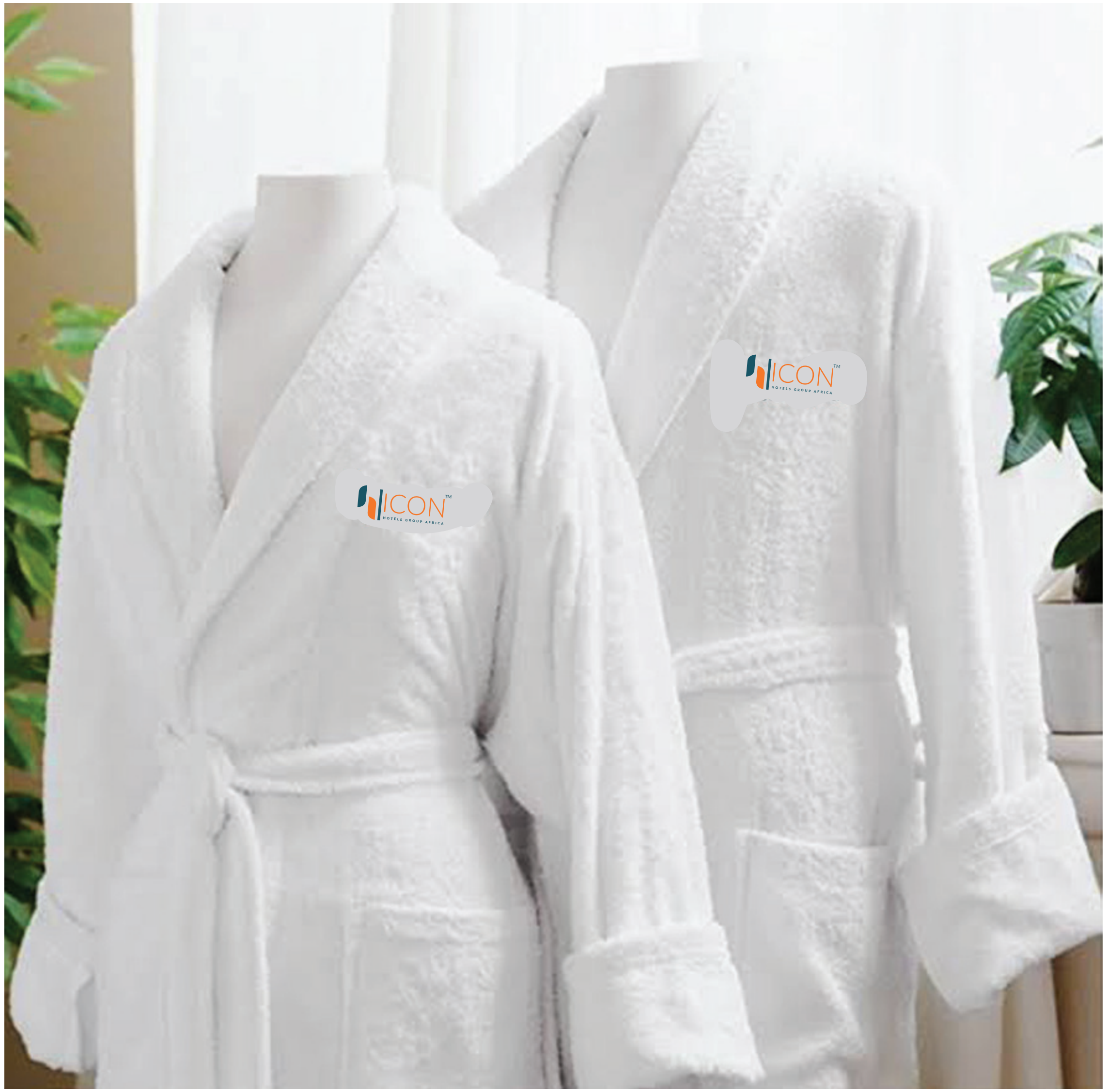
Bath Rob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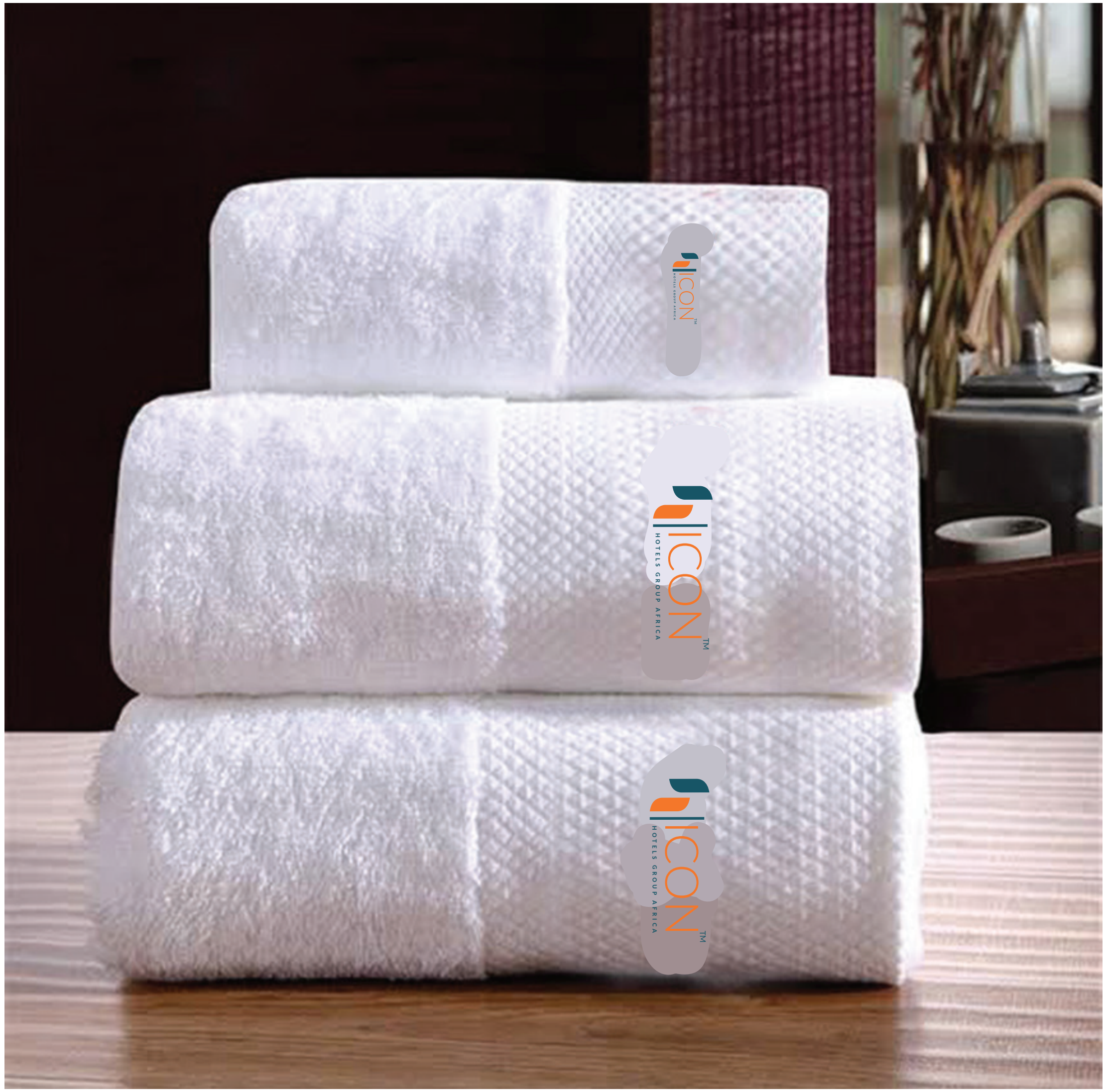
Towel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Face Towel

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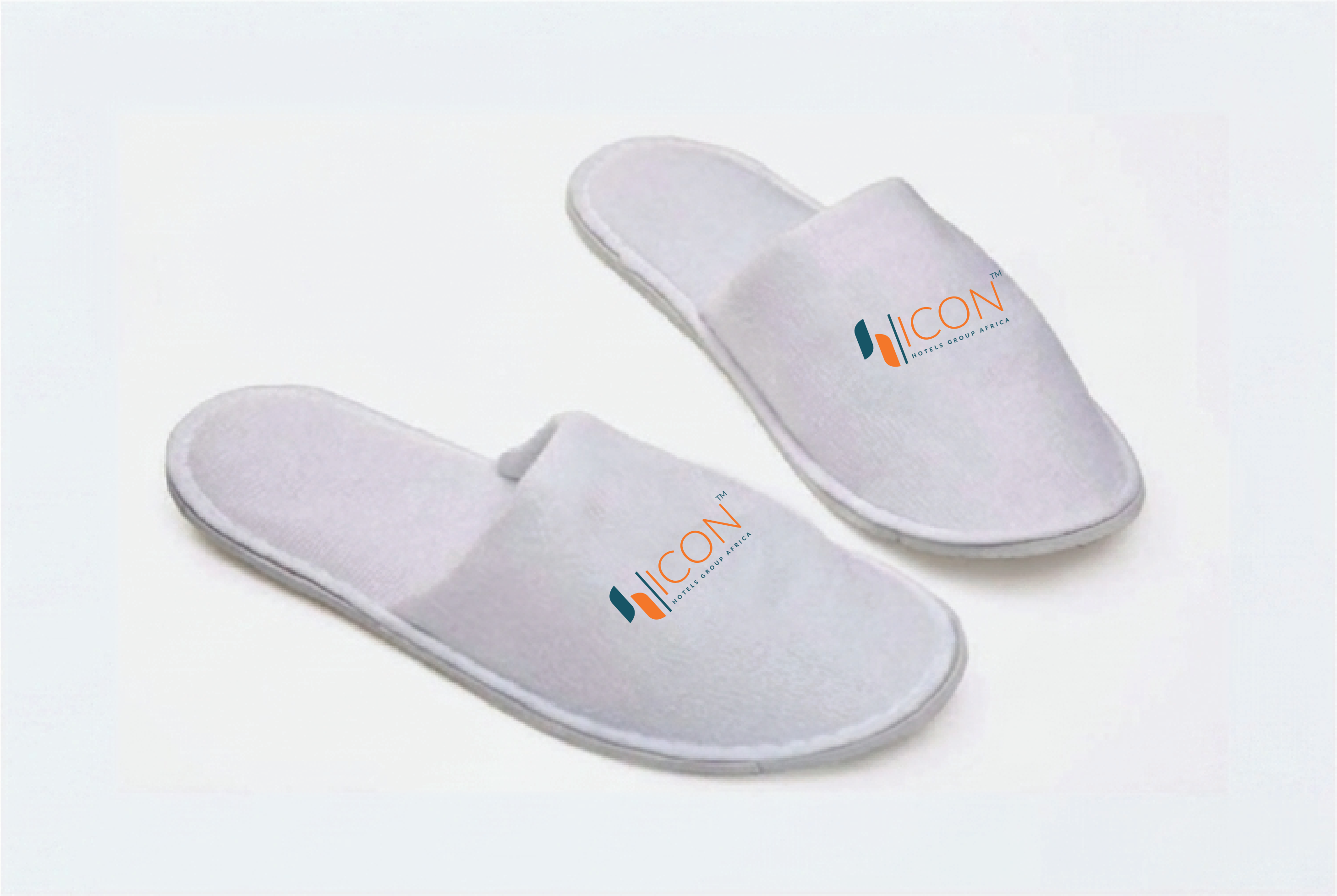
Slippers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